# FIB (Foundation to Improve Your Business)

#### Focus:

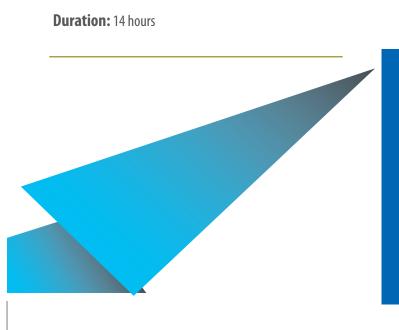
For Entrepreneurs who are in business more than one year (focusing more on Micro/Home Based enterprise level)

## **Objective:**

To make them understand about Basics of Business Management concepts (Record Keeping, Costing, Marketing, Business Planning)

#### **Content:**

- Basic management components required to improve the businesses.
- How to satisfy your customers?
- How to calculate cost for your product or service?
- How to manage your stock?
- How to keep your business records?
- How to do effective buying?
- How to manage your finance properly?





# We wish to help you:

We wish to help for Micro Finance Institutions,
Government Departments National and Regional
Authorities and NGOs that work with marginalized
communities, to sustain the livelihoods, self-employments
or Micro Enterprises of your target groups. Foundation to
SIYB is very effective and results oriented training package
and we assure you about the result.

SIYB is an excellent Tool to achieve organizational mandate for enterprise development, economic empowerment and poverty alleviation

For more detail please contact:

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Working partnership with International Labour Organization (ILO)



The SIYB Association of Sri Lanka is the authorized representative of SIYB Global Office in Geneva, Switzerland.

### **FOUNDATION TO SIYB**

Foundation to SIYB is an innovative and highly efficient simplified concept developed for targeting Micro and Home Based existing and potential entrepreneurs. It is a new training package of SIYB Association of Sri Lanka which is more appropriate for Government Departments, Micro Finance Institutions and NGOs that are working with marginalized and/ or vulnerable communities with the purpose of enhancing livelihood activities of their target communities.

Package is offered to four different target groups and is available as a package of SIYB product portfolio

- Way To Business (WTB) Introduction to business
- Foundation to GYB (FGB) Identification of most suitable business
- Foundation to SYB (FSB)- Simple planning and start up a business
- Foundation to IYB (FIB) Basic concepts of business management

# Key features of training package

- · Short, Modular and can be easily customized
- · Highly participatory and action oriented
- Material based
- Training modules which result in a tangible and immediate benefits
- Designed with an inbuilt follow up component providing each client with individual counseling service after training

# WTB (Way To Business)

#### Focus:

Those, who are deciding their future direction, such as unemployed youths, School leavers, Vocational Training students, etc.

## **Objective:**

To develop an entrepreneurial culture in the mindset of Youth

#### **Content:**

- Who is a business person?
- What is a business?
- Importance of getting in to a business

**Duration:** 05 hours

# FGB (Foundation to Generate Your Business Idea)

#### Focus:

Potential entrepreneurs with no concrete business ideas, focus on micro/home based enterprises

# Objective:

To identify the most suitable business Idea

#### **Content:**

- Who is an entrepreneur?
- What are the characteristics of an entrepreneur?
- · How to generate business ideas?
- How to select the most suitable business?

**Duration:** 08 hours

# **FSB (Foundation to Start Your Business)**

#### Focus:

Potential entrepreneurs with concrete business ideas (more focus on micro/home based enterprises)

#### **Objective:**

To prepare a simple business plan with basic business know-how

#### **Content:**

- What is a business plan?
- Main components of a business plan
- How to develop a simple business Plan?

